**Windows 8 Release 12 points**

Your job is to analyze the use of Marketing in the release of Windows 8 this fall and understand Microsoft’s actions. The following questions are to gauge your understanding of the content that we discovered revolving around the Marketing Concept.

**Potential Sources of Information**

[**http://lifehacker.com/5839777/first-look-at-whats-new-in-windows-8**](http://lifehacker.com/5839777/first-look-at-whats-new-in-windows-8)

[**http://www.pcworld.com/rc/windows8/index.html**](http://www.pcworld.com/rc/windows8/index.html)

[**http://www.istartedsomething.com/20120622/microsoft-chief-marketing-officer-teases-windows-8-multi-chapter-romance-marketing-strategy/**](http://www.istartedsomething.com/20120622/microsoft-chief-marketing-officer-teases-windows-8-multi-chapter-romance-marketing-strategy/)

[**http://windows.microsoft.com/en-US/windows/home**](http://windows.microsoft.com/en-US/windows/home)

1. Research Windows 8 to gain a good understanding of the product. How is Microsoft using each of the 9 functions of marketing in its implementation? Support your responses examples found during your research to help you describe how Microsoft used the marketing function. (**Your supports should be referenced, include the links and Websites)**
2. Describe how you feel the Marketing Concept was used in the development and upcoming release of Windows 8. Analyze each of the 3 elements of the Marketing Concept, and explain whether or not they will be successful. What would you do to help make sure Windows 8 satisfies the Marketing Concept so that the implementation is as successful as possible.
3. Who do you feel Microsoft identified as its target market for Windows 8? What gives you that impression? Support your answer with concrete examples from your research. (**Your supports should be referenced)**
4. Analyze the 5 P’s of the Marketing Mix. For each element identify each component of Windows 8 and explain why it falls into the category you assigned. Provide reasons to support your responses.

**Grading Rubric**

0 – Response contains no discussion of content or supports.

1 - Answer contains a few of the elements of the question, does not demonstrate an understanding of the content, and is lacking support for responses.

2 - Answer contains some of the elements of the question, and demonstrates some understanding of the content but cannot connect the supports to the included material.

3 – Answer contains all of the elements of the question. The student is able to demonstrate and understands the content involved. The student is able to demonstrate and connect the supports from research to the content being discussed.